

DO NOT USE AT RETAIL. Retailers should be presented via our Retail Marketing Plan Approach and not an RDA to RDA comparison. RJR must leverage all resources.

Pack Outlet Examples

'96 Merchandising/Presence RDA Comparison

Industry CPW/Store =	_____ ctns/wk	SS	Yes or No
RJR CPW/Store =	_____ ctns/wk	NSS	Yes or No
PM CPW/Store =	_____ ctns/wk		
BAT CPW/Store =	_____ ctns/wk		
LOR CPW/Store =	_____ ctns/wk		

BAT Monthly Playments

Silver = \$ _____ /mo.
Gold = \$ _____ /mo.
Platinum = \$ _____ /mo.

PM Monthly Payment

MPL 1 = \$ _____ /mo.
MPL 2 = \$ _____ /mo.
Exclusive MPL 3 = \$ _____ /mo. 120% x Exclusive = _____

RJR Monthly Payments

Level 1 = \$ _____ /mo. (+ \$1-30 Enhancement)
Preferred Plan Level 2 = \$ _____ /mo. (+ \$1-30 Enhancement)
Level 3 = \$ _____ /mo. (Variable \$ Enhancement NTE 120% PM EX)

Total Category Approach

PM Exclusive

RJR Level 3 (Defense - 2 Co's Only)

RJR = \$ _____ /mo.
PM = \$ _____ /mo.
BAT = \$ _____ /mo.
LOR = \$ _____ /mo.
Total = \$ _____ /mo.

\$ _____ /mo.

OR

RJR L3 = \$ _____ /mo.
PM MPL2 = \$ _____ /mo.
BAT = \$ _____ /mo.
Total = \$ _____ /mo.

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Pack Outlet Examples

'96 Merchandising/Presence RDA Comparison

National SOM's

#1

	Industry CPW/store =	150	ctns/wk.
26 SOM	RJR CPW/store =	39	ctns/wk.
48 SOM	PM CPW/store =	72	ctns/wk.
16 SOM	BAT CPW/store =	24	ctns/wk.
5 SOM	LOR CPW/store =	6	ctns/wk.

S/S Yes or No

~~RJR~~ SNSS Yes or No

~~BAT Payment~~

BAT ~~Payment~~ Monthly Payments

Silver = \$ 60 /mo.

Gold = \$ 90 /mo.

Platinum = \$ 110 /mo.

PM Monthly Payments

MPL 1 = \$ 92 /mo.

MPL 2 = \$ 184 /mo.

Exclusive MPL 3 = \$ 231 /mo.

120% * Exclusive = \$ 277

RJR Monthly Payments

Level 1 = \$ 127 /mo. (+ \$1-30 Enhancement)

Preferred Plan → Level 2 = \$ 150 /mo. (+ \$1-30 Enhancement)

Level 3 = \$ 180 /mo. (Variable \$ Enhancement NTE 120% PM EX)

Total Category Approach

RJR = \$ 150 /mo.

PM = \$ 184 /mo.

BAT = \$ 90 /mo.

LOR = \$ 35 /mo.

Total = \$ 459 /mo.

PM Exclusive

\$ 231 /mo.

RJR Level 3 (Defense-2 Co's only)

RJR L3 = \$ 180 /mo.

PM MPL 2 = \$ 184 /mo.

OR ~~BAT~~ = \$ /mo. N/A

Total = \$ 364 /mo.

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Pack Outlet Examples

'96 Merchandising/Presence RDA Comparison

#2

PM Overdeveloped

Industry CPW/store = 150 ctns/wk.

S/S Yes or No

1950M RJR CPW/store = 29 ctns/wk.

~~RJR~~ Yes or No

6050M PM CPW/store = 90 ctns/wk.

1650M BAT CPW/store = 24 ctns/wk.

3 LOR CPW/store = 5 ctns/wk.

~~BAT Payment~~

BAT ~~Payment~~ Monthly Payments

Silver = \$ 60 /mo.

Gold = \$ 90 /mo.

Platinum = \$ 110 /mo.

PM Monthly Payments

MPL 1 = \$ 125 /mo.

MPL 2 = \$ 251 /mo.

Exclusive MPL 3 = \$ 314 /mo.

120% * Exclusive = \$ 377

RJR Monthly Payments

Level 1 = \$ 115 /mo. (+ \$1-30 Enhancement)

Preferred Plan → Level 2 = \$ 140 /mo. (+ \$1-30 Enhancement)

Level 3 = \$ 170 /mo. (Variable \$ Enhancement NTE 120% PM EX)

Total Category Approach

RJR = \$ 140 /mo.

PM = \$ 251 /mo.

BAT = \$ 90 /mo.

LOR = \$ 35 /mo.

Total = \$ 516 /mo.

PM Exclusive

\$ 314 /mo.

RJR Level 3 (Defense-2 Co's only)

RJR L3 = \$ 170 /mo.

and
PM MPL 2 = \$ 251 /mo.

~~or or~~
~~BAT~~ = /mo. N/A

Total = \$ 421 /mo.

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Pack Outlet Examples

'96 Merchandising/Presence RDA Comparison

3

PM Overdeveloped
BAT Overdeveloped

Industry CPW/store = 150 ctus/wk.
16 SON RJR CPW/store = 24 ctus/wk.
60 SON PM CPW/store = 90 ctus/wk.
19 SON BAT CPW/store = 29 ctus/wk.
3 LOR CPW/store = 5 ctus/wk.

S/S Yes or No
~~RJR~~ NSS Yes or No

BAT ~~Payments~~ Monthly Payments

Silver = \$ 75 /mo.

Gold = \$ 115 /mo.

Platinum = \$ 140 /mo.

PM Monthly Payments

MPL 1 = \$ 125 /mo.

MPL 2 = \$ 251 /mo.

Exclusive MPL 3 = \$ 314 /mo.

120% * Exclusive = \$ 377

RJR Monthly Payments

Level 1 = \$ 110 /mo. (+ \$1-30 Enhancement)

Preferred Plan → Level 2 = \$ 130 /mo. (+ \$1-30 Enhancement)

Level 3 = \$ 160 /mo. (Variable \$ Enhancement NTE 120% PM EX)

Total Category Approach

RJR = \$ 130 /mo.

PM = \$ 251 /mo.

BAT = \$ 115 /mo.

LOR = \$ 35 /mo.

Total = \$ 531 /mo.

PM Exclusive

\$ 314 /mo.

RJR Level 3 (Defense-2 Co.'s only)

RJR L3 = \$ 160 /mo.

and
PM MPL 2 = \$ 251 /mo.

~~BAT~~ ~~BAT~~ = \$ /mo. N/A

Total = \$ 411 /mo.

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Pack Outlet Examples

'96 Merchandising/Presence RDA Comparison

#4

National SOM's

	Industry CPW/store =	150	ctns/wk.
26 SOM	RJR CPW/store =	39	ctns/wk.
48 SOM	PM CPW/store =	72	ctns/wk.
16 SOM	BAT CPW/store =	24	ctns/wk.
5 SOM	LOR CPW/store =	8	ctns/wk.

S/S Yes or No

~~RJR~~ NSS Yes or No

~~BAT Payment~~

BAT Payment Monthly Payments

Silver = \$ 25 /mo.

Gold = \$ 30 /mo.

Platinum = \$ 40 /mo.

PM Monthly Payments

MPL 1 = \$ 46 /mo.

MPL 2 = \$ 92 /mo.

Exclusive MPL 3 = \$ 139 /mo.

120% * Exclusive = \$ 167

RJR Monthly Payments

Level 1 = \$ 55 /mo. (+ \$1-30 Enhancement)

Preferred Plan → Level 2 = \$ 80 /mo. (+ \$1-30 Enhancement)

Level 3 = \$ 110 /mo. (Variable \$ Enhancement NTE 120% PM EX)

Total Category Approach

RJR = \$ 60 /mo.

PM = \$ 92 /mo.

BAT = \$ 30 /mo.

LOR = \$ 15 /mo.

Total = \$ 217 /mo.

PM Exclusive

\$ 139 /mo.

RJR Level 3 (Defense-2 Co.'s only)

RJR L3 = \$ 110 /mo.

and
PM MPL 2 = \$ 92 /mo.

~~BAT~~ ~~BAT~~ = \$ /mo. N/A

Total = \$ 202 /mo.

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